IN THE SPECIFICATION

Please amend the specification as follows.

Please replace the abstract with the following:

- - A method and apparatus for determining a navigation path for a visitor to a Web site, the determination being based, at least in part, on one or more search terms or keywords supplied by the visitor when conducting a search at the Web site ~~are provided~~. The method and apparatus ~~of the present invention~~ allow a Web site to dynamically determine one or more navigation path options to impose on a visitor to the Web site based on one or more search terms supplied by the visitor. The method includes a step during which one or more search terms are received directly or indirectly from a visitor to a Web site; a step during which a navigation [[a]] path is determined from a set or plurality of navigation paths based, at least in part, on one of the search terms received during the previous step; and a step during which the visitor's navigation in the Web is directed in accordance with the determination made. - -